

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 944601 /		<u>All Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Estimate #</u> 11648
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 09/28/12 / 09/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/08/12	10/12/12	5a A7N More In The AM	5-6a		:30			NM	5	\$750.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 2	KOAT	10/08/12	10/12/12	6a A7N More In The AM	6-7a		:30			NM	10	\$4,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				10	\$400.00			
N 4	KOAT	10/08/12	10/12/12	Good Morning America	7-9a		:30			NM	10	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				10	\$300.00			
N 7	KOAT	10/13/12	10/13/12	Sa A7N Balloon Fiesta	6-9a		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$250.00			
N 9	KOAT	10/14/12	10/14/12	Su A7N Balloon Fiesta	6-9A		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$250.00			
N 13	KOAT	10/08/12	10/12/12	Chew, The	12-1pm		:30			NM	3	\$240.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-W-F--				3	\$80.00			
N 15	KOAT	10/11/12	10/11/12	General Hospital	2-3p/1-2p		:30			NM	1	\$110.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$110.00			
N 17	KOAT	10/08/12	10/12/12	Ellen 3-4p	3-4p		:30			NM	5	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Hearst Television Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
944601 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/14/12	Candidate	11648

Advertiser	Original Date / Revision
Heinrich/D/Senate	09/28/12 / 09/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$125.00			
N 19	KOAT	10/08/12	10/12/12	Dr Oz	4-5p		:30			NM	9	\$2,925.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				9	\$325.00			
N 20	KOAT	10/08/12	10/11/12	The View 10-11a	10-11a		:30			NM	3	\$540.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-T---				3	\$180.00			
N 21	KOAT	10/08/12	10/12/12	Action 7 News @ 5p	5-530p		:30			NM	7	\$3,150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				7	\$450.00			
N 22	KOAT	10/12/12	10/12/12	Katie Couric M-F	2p-3p		:30			NM	1	\$165.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$165.00			
N 23	KOAT	10/08/12	10/12/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$2,625.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$525.00			
N 25	KOAT	10/08/12	10/12/12	Entertainment Tonight 630-7p	630-7p		:30			NM	5	\$2,875.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$575.00			
N 27	KOAT	10/08/12	10/08/12	DWTS	7-10p		:30			NM	1	\$2,300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,300.00			
N 28	KOAT	10/10/12	10/12/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$1,300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W-F--				2	\$650.00			
N 30	KOAT	10/09/12	10/09/12	Private Practice	9-10p		:30			NM	1	\$1,450.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,450.00			
N 32	KOAT	10/11/12	10/11/12	Last Resort	9-10p		:30			NM	1	\$1,350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$1,350.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOAT	10/08/12-10/14/12		Last Resort	7-8p	----Th-----	:30		\$1,350.00	NM		
See MG 32.2												
2	KOAT	10/08/12-10/14/12		Last Resort	9-10p	----Th-----	:30		\$1,350.00	NM		
Ⓜ MG for 32.1 10/11												
N 35	KOAT	10/13/12	10/13/12	Action 7 News @ 10p Sat	10-1035p		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$400.00			
N 36	KOAT	10/14/12	10/14/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$675.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$675.00			
N 37	KOAT	10/08/12	10/10/12	Nightline	1105-1135p		:30			NM	2	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-W----				2	\$200.00			
Totals											82	\$35,470.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 -10/14/12	82	\$35,470.00	\$30,149.50	\$2,110.47	\$32,259.97
Totals	82	\$35,470.00	\$30,149.50	\$2,110.47	\$32,259.97

Signature: _____ Date: _____

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